



## **FY 2009 Annual Report**

**Connecting ★ Empowering ★ Impacting**



**Montgomery County Volunteer Center  
Office of Community Partnerships  
Offices of Montgomery County Executive Isiah Leggett**





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## Montgomery County Volunteer Center

### FY 2009 Annual Report

#### A Message From the Director

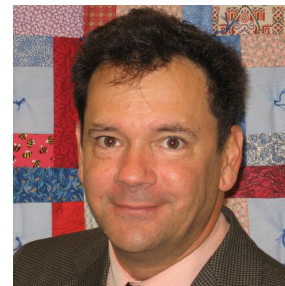
Fiscal year 2009 saw numerous successes for the Montgomery County Volunteer Center in the Office of Community Partnerships under the Offices of the County Executive. More than 86,000 people visited our website this year to learn about volunteer opportunities of all kinds. The 750+ nonprofit and government agencies registered with the Center value our online database where they can post volunteer opportunities and find volunteers. These organizations are also increasingly seeking our assistance with how to utilize volunteers effectively. The Center supports all aspects of service, whether through student service learning, skilled volunteering, emergency preparedness, workplace volunteering, engaging citizens in volunteering through our Seasons of Service program or simply by neighbor helping neighbor. The inside pages of this annual report tell the story of what a small office of dedicated staff and volunteers do to further service in Montgomery County.

In the beginning of the fiscal year, few would have thought a major economic meltdown would occur at the same time a new President would inspire the nation to think beyond self interest to service to others. This combination of events put the Volunteer Center at a critical place as both those working and those unemployed wanted to give back. Volunteers are needed now more than ever inside and outside of County government to meet critical community needs and leverage human resources. In the coming year, the Center will expand our services to help nonprofit and government agencies sustain and increase their capacity to use volunteers in diverse and new ways – including in positions of leadership, management, IT, communications, marketing, and many other areas.

Our County is more diverse than ever before. More than 30% of our citizens are foreign born. When County Executive Ike Leggett took office he said, “everyone should be invited to the table,” from all backgrounds and ethnicities. In the coming year, the Volunteer Center will reach out to a more diverse representation of groups to invite them to the table of civic action. We continue to expand our electronic communications to a broader audience in addition to meeting with more community groups to make them aware of how to connect to service opportunities.

Progress on the seven priority objectives of the County Executive relies on *all* citizens. Volunteering and civic engagement are essential ingredients to ensure an inclusive community, educate our children, improve housing options and make sure there is adequate transportation and safe and secure neighborhoods.

With our new strategic plan in place and expanded volunteer capacity, the Volunteer Center will continue to grow, helping residents, government, nonprofits, civic groups, communities of faith and businesses engage in increased service for the benefit of all Montgomery County residents.



**Reed Dewey**  
**Director, Montgomery County Volunteer Center**

## Volunteer Center - Key Accomplishments

### FY 2009

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*The Volunteer Center links people and groups who want to volunteer with nonprofits and government agencies needing volunteers, professional services, and in-kind contributions. The Center promotes volunteering and recognizes exemplary volunteer service in addition to helping nonprofits effectively utilize and retain volunteers. The Center presides at a critical place as it works to leverage the resources of government, nonprofits, and the business community in the effective engagement of human, financial, and in-kind resources.*

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Selected Volunteer Center accomplishments:

- **86,849 unique visitors** came to the Volunteer Center's online searchable database of volunteer opportunities - a 75% increase over FY 08. There were over 1.4 million page views.
- **134 new government or nonprofit agencies** joined the Volunteer Center bringing our total active registered agencies to 778 – the largest, most up-to-date network of nonprofits in the County.
- **More than 11,000 people** participated in one or more of the Volunteer Center's Seasons of Service (days of service) Program throughout the year, representing a 53% increase in participation over FY 08.
- **100% growth in the Volunteer Center's Pro-Bono Skilled Volunteer Program.** Skilled consultant volunteers contributed an estimated \$50,000 in professional services to government and nonprofits. The program also increased its consultant pool by 50%.
- **75,000 middle and high school students** and their parents received a new Volunteer Center brochure promoting student service learning and explaining how to find service opportunities along with information on family emergency preparedness.
- **More than 750 Volunteer Center emergency preparedness volunteers** serve at the ready, in numerous capacities - from the Center's Medical Reserve Corps to the Emergency Action Team volunteers - to respond when emergencies or disasters occur. The Center coordinated volunteers for the H1N1 virus public information line.
- **\$4,181,961 in tax refunds secured to mostly low-income County seniors** through the Volunteer Center/AARP Tax-Aide Program. This program saw tax refunds grow by more than 250% over last year. In addition, 9.5% more tax returns (4,240) were completed.
- **877 RSVP volunteers contributed 113,647 hours of service** valued at over \$2,217,253 to Montgomery County nonprofit and public agencies. The RSVP Program also increased its volunteer base by 9% compared with the previous year.
- **40% growth in the Volunteer Center's newsletter subscriber base** to over 5,500 readers in one year. The monthly publication was moved to an online format and now we call it *Montgomery Volunteer!*
- **Won the "Nonprofit of the Year Award"** from the Corporate Volunteer Council of Montgomery County in October 2008.
- **Our Advisor program coached 269 people** on volunteering, a 25% increase over the year before.
- **\$262,000 in volunteer service was tapped** through the Center's own volunteers in FY 09. The Center brought in \$253,600 monetary grants and payments in addition to providing services valued at over \$480,000.

## Montgomery County Volunteer Center

### Progress Report

#### Online Volunteer Opportunities Database

The Center's volunteer opportunities online database was used by more than 86,800 unique visitors this year to search for thousands of volunteer opportunities. This is an increase of more than 75% over last year.

The online database matches individuals and groups to long-term volunteer jobs, as well as short-term projects in public and private nonprofit agencies. Potential volunteers can search and connect directly with organizations via the Volunteer Center website, or make an appointment to meet with one of the Volunteer Center Advisors. Registered nonprofit organizations post and manage their own volunteer opportunities. Potential volunteers can find the contact information of the organization on the website and contact them directly, or they can use the database to create a profile and contact the organization through the database to express interest.

Of the more than 190 volunteer centers using the 1-800-Volunteer nationwide database, our Volunteer Center had more active organizations, more active volunteers and more volunteer referrals recorded than any other Center in the network.

<b>Online Database Figures</b>			
	FY 08	FY 09	% Change
Number of Registered Organizations (Active)	739	778	+ 5%
Number of Volunteer Opportunities	1,893	2,599	+ 37%
Number of Volunteers with active website profile	1,560	3,734	+ 139%
Number of Online Referrals	2,831*	4,611*	+ 63%
<b>Web Traffic Data</b>			
Yearly Unique Visitors	49,728	86,849	+ 75%
Visits	73,169	127,208	+ 74%
Total Page Views	<b>1,025,840</b>	<b>1,420,967</b>	<b>+ 39%</b>

*\* The number of online referrals indicates the instances when a volunteer uses the database to express interest to an agency in volunteering. Many more matches made when the volunteer calls or emails the organization directly. No password is needed to view volunteer opportunities.*

While demographic data on our web users is unknown, we think that much of our web traffic is due to middle and high school students and their parents searching for volunteer opportunities to fulfill their student service learning (SSL) requirement. The Center works in close partnership with the Montgomery County Public Schools to determine which organizations and opportunities are “MCPS SSL Approved,” which is noted on our website.

### **Advisors Program Helps People Find the Right Volunteer Fit**

The Center believes that helping potential volunteers find the right service opportunity is likely to result in a longer term volunteer experience. Research shows that one out of three people who volunteer in any given year do not volunteer the following year. To address the challenge of retaining volunteers, the Center has put more emphasis on advising/coaching people to help them explore a wider field of volunteering options than they may have originally considered. For example, many people don’t think of serving on a nonprofit board as volunteering. This year we advised 269 people, a 25% increase over the year before.

### **Pro-Bono Skilled Volunteer Consultant Program**

The Pro-Bono Consultant Program connects skilled professionals with area nonprofits and government agencies eager to utilize their talents and experience for time-limited projects. For FY 09, almost twice as many projects (21) were completed compared with FY 08, with an estimated service dollar value of nearly \$50,000. Sixty new volunteers were registered this year – an increase of over 500% over last year. Of those, 24 approved applicants are 55+ and 20 applicants are ethnic minorities. Next year the program is slated to grow by over 75% to 40+ projects.

The Pro-Bono Consultant Program, one of the first such programs in the United States, has attracted national attention this year, as an example of a leading program that helps transitioning adults, seniors and working professionals make meaningful skilled contributions to their community. Della Stolsworth, the Program Manager, was invited to numerous high profile events designed to inspire others to replicate the program.

- First Lady Laura Bush, in her address to the Service Nation Summit in September 2008, recognized the Volunteer Center Pro-Bono program as an innovative way to engage boomer volunteers.
- Della Stolsworth was invited and spoke at the Corporation for National and Community Service’s ceremony honoring retiring Chairman David Eisner in November 2008.

- Della Stolsworth attended this spring's *Serve America Act* signing ceremony in April 2009.

In addition, one of our Pro-Bono consultants won the highly competitive *Encore Career Award* from the national group Civic Ventures for her transition from IT professional to nonprofit director. She credits the Volunteer Center's Pro-Bono Program for her success and recognition.

## Student Service Learning

The Volunteer Center works in partnership with Montgomery County Public Schools to help nonprofits and government agencies provide quality student service learning (SSL) volunteer opportunities through the use of the Center's online database. The partnership serves as a national model for other schools and volunteer centers. 480 of the 778 organizations registered with the Volunteer Center are approved by Montgomery County Public Schools as sites where students can volunteer and earn SSL hours that are required for graduation. More than 80,000 students have access to online volunteer opportunities, and contribute to the Center's high number of website visitors.

To ensure all middle and high school students know about the Volunteer Center, SSL and available volunteer opportunities, a new brochure was created in English and Spanish and distributed to 80,000 students and their parents.



Volunteer Center staff participated in annual training sessions for SSL coordinators from middle and high schools, and served on the MCPS Superintendent's Advisory Board on SSL. In addition, 234 representatives of nonprofits attended one of the Volunteer Center's monthly orientations. Most were interested in learning about how their nonprofit could comply with MCPS SSL guidelines.

## Emergency Preparedness

The Volunteer Center plays a critical role as a member of the County's Emergency Operations Group. It is the convener of the Montgomery County Citizen Corps Council made up of a network of public and private organizations that respond to emergencies.

The Center directly manages over 750 emergency volunteers (in one capacity or another) who are at the ready to respond to emergencies. Donations management is another critical role performed by the Volunteer Center - working with nonprofits, government, the business community and the general public to assure volunteer and product donations are available. If needed, the Volunteer Center can quickly set up a Volunteer Mobilization Center to screen and place both affiliated and unaffiliated volunteers.



### **Emergency Response in FY '09**

The emergency preparedness program had a number of successes in the areas of recruitment, emergency response, new partnerships, and community outreach:

- **Water Main Breaks.** In August 2008, when a major water main break occurred near Muncaster Road, shutting down water for much of the northern half of Montgomery County. The Volunteer Center delivered 25 volunteers, many within hours, to help staff the Health and Human Services information line which handled over 3,179 calls over four days. Again in December, a sizable water main break on River Road triggered a hotline where 11 volunteers served.
- **Presidential Inauguration Preparation.** In January, the Volunteer Center participated in the 2009 Presidential Inauguration planning, including working with the Red Cross to train Medical Reserve Corps (MRC) members in shelter operations and mass care. More than 40 MRC volunteers were on stand-by in case there was a need to open a shelter.
- **H1N1 Flu Scare.** In March, when County Officials faced the possibility of a lethal virus, the Volunteer Center lent our Emergency Manager to manage day-to-day operations of the Health and Human Services H1N1 Flu Hotline. Twenty-six volunteers from the Volunteer Center served at the call center that operated for eight days and fielded 688 calls.

**Recruitment and Training.** After significant growth in the Volunteer Center's corps of volunteers, the increase in new volunteers was modest with the Center's Emergency Action Team (EAT), growing to 149 members (prior year: 135) and the Medical Reserve Corps (MRC) growing to 671 members (prior year: 639). Numerous trainings for EAT and MRC volunteers were provided, including National Incident Management System course levels 100 & 700, first-aid refresher, CPR training, hotline training, and psychological first aid. In addition, the Center



held its first two continuity of operations (COOP) planning sessions for nonprofits. Twenty-two nonprofits participated in these trainings along with a presentation to the County's Corporate Volunteer Council.

**Partnerships.** The Volunteer Center completed a memorandum of understanding (MOU) with the Montgomery County Public Libraries. If a disaster requires that the Volunteer Center open a Volunteer Mobilization Center (VMC), eight libraries were selected to house the VMC. The Center continued to strengthen its partnerships with other affiliated volunteer organizations including The Community Emergency Response Team (CERT), the American Red Cross, and others. These groups are working together to expand their abilities to recruit volunteers for all affiliated groups, train affiliated volunteers, and educate the public about the need to prepare for emergencies. Lastly, the Volunteer Center received personnel resources to establish MOUs with 25 businesses and 15 nonprofit organizations that pledge resources for the County to use in an emergency.

**Community Outreach.** Volunteers assembled more than 500 starter emergency kits as part of Dr. Martin Luther King Jr. Day activities to be given to Meals on Wheels recipients. The Volunteer Center is leading an initiative to transition the *Neighborhoods Ready* program from Public Health (HHS) to the Citizen Corps Council. The program was created to train neighborhood residents how to be prepared and help each other during an emergency. The Citizen Corps Council is expanding the program to include communities not bound by geography, e.g. faith-based, scout troops, civic organizations, and other groups. The Volunteer Center also attended 9 public events or addressed nonprofit, civic, and the business community about the need to have an emergency plan and emergency kit at home and at work.

### **Seasons of Service (Days of Service)**

*The Seasons of Service* program promotes specific periods of volunteering in which the entire community is invited to work together on volunteer projects. These days of service include Martin Luther King Jr. holiday in January, Earth Day in April, Ready to Learn from mid-July to mid-August and Community Service Day in October. Seasons of Service engaged more than 11,000 citizens in volunteering last year – an increase of more than 50% compared with FY 08. The goal of the program is to broadly promote service throughout the County and also to help nonprofit and government agencies attract new ongoing volunteers.

- **Community Service Day** saw 2,200 people participate in 71 projects across the County.

*County Executive Ike Leggett at Rebuilding Together house project in Kensington, MD on Community Service Day, 2008.*



*View of the projects at the Bethesda Marriott Hotel and Conference Center. Over 3,900 people volunteered on Martin Luther King Jr. Day of Service throughout the County.*

- **Martin Luther King Jr. Day of Service** saw a record turnout for 2009 with 66 agencies and 3,900 volunteers participating - more than doubling last year's participation. This was accomplished, in part from a new approach of establishing three satellite sites along with joining forces with the newly established "Yes Montgomery Can" campaign to help low-income residents.

- **Earth Month 2009** had 54 projects and 5,026 volunteers – similar to the year before.
- **"Ready To Learn"** school supply drive for low-income students was new in FY09. It was held in July and August (last summer). The Center's role is to promote the existing school supply drives under one brand and help companies and groups give directly to our 12 partner charities.

	Number of Volunteers		Increase/Decrease	Number of Projects	
	FY 08	FY 09		FY 08	FY 09
CSD	1,047	2,200	+ 110%	59	71
MLK	1,200	3,943	+ 228%	31	66
Earth Month	5,045	5,026	- .38%	52	54
<b>Totals</b>	<b>7,292</b>	<b>11,169</b>	<b>+ 53%</b>	<b>142</b>	<b>191</b>
Number of Participating Organizations		Increase in Students Served*			
Ready To Learn		12		+ 18%	

*\* A sampling of 4 partner agencies showed that there was a combined 18% increase in students served compared to the year before when there was no Ready To Learn Initiative.*

## RSVP Program & Older Adult Volunteering

The Volunteer Center RSVP Program has more than 800 retired and near retirement age people aged 55 or better, using their skills and experience as volunteers in the Montgomery County Community. RSVP is funded through a grant from the Corporation for National Service.



*RSVP volunteers at the 2008 Annual Recognition Event.*

RSVP volunteers are placed in approximately 60 different nonprofit or public agencies. The program grew by 9% to 877 volunteers who contributed 113,647 hours of service valued at \$2,217,253 to Montgomery County nonprofit and public agencies.

RSVP/AARP Tax-Aide Program is a volunteer-run tax assistance and preparation service available to low and middle income county resident taxpayers with special attention to ages 60 and up. In 2009, 88 RSVP/

AARP Tax-Aide volunteers continued to expand the program, working at 28 sites to complete 4,240 returns (4,053 tax returns the prior year), with a total refund for all returns of \$4,181,961 (\$1,071,525 the prior year). The Volunteer Center is a critical partner, helping to recruit volunteers, provide program resources, and host a special recognition event after the tax season for volunteers.

## Language Bank

The Volunteer Center Language Bank provides an online database of volunteer translators and interpreters who are on-call to County government and nonprofit agencies. Volunteers are on-call to help translate and interpret for County government and nonprofit agencies serving residents with Limited English Proficiency. There are currently 82 volunteers speaking 49 languages. Fourteen languages were accessed last year. The Language Bank uses an online, password protected, searchable database. In FY 09, 205 units of service were reported, with 140 units being oral interpretation and 63 units being written translation for a total of 470 service hours.

In the upcoming year, we are excited to be working with Lily Qi, Community Liaison, Asian and Middle Eastern Communities, and the Montgomery County's Limited English Proficiency Leadership Team to better serve county residents with limited English proficiency.

One important aspect of this work is to increase the use of interpreters and translators by County employees and community nonprofits. We are also working on changes to the Language Bank database with the County's Department of Technology Services that will increase the effectiveness of the online system.

## Donations Hotlink

Donations Hotlink provides a weekly listing of donated goods and services available to Volunteer Center registered agencies through the generosity of individuals/businesses or other organizations. This popular weekly e-mail is "refreshed" each week not only with donations but other opportunities for non-profits including: grant applications, volunteer fairs, and other opportunities. In the last year, the Volunteer Center posted 692 donations from different sources and listed over 2,245 items. A new partnership with Rebuilding Together will allow agencies to learn about Home Depot product donations through the Donations Hotlink.

## Volunteer Recognition

The Volunteer Center runs two County-wide awards programs, the Marriott Spirit to Serve Awards and Path of Achievement Awards. The Marriott Spirit to Serve Award each year honors and recognizes remarkable individuals and groups that have significantly contributed to the community. Those nominated are judged by their demonstration of meeting a community need, level of involvement, and the impact of their contribution. Eight honorees, four individuals and/or



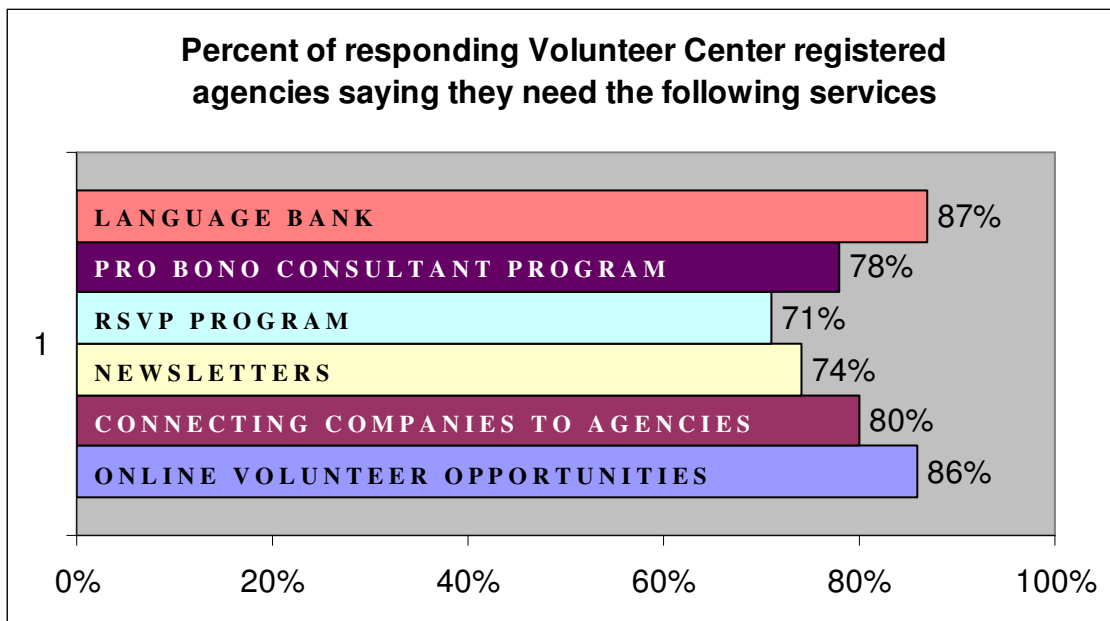
*Smiling students from Westover Elementary School, winner of the 2009 Spirit to Serve Award in the category of Outstanding School in Community Service.*

groups and four schools, are selected and celebrated at a special ceremony and reception made possible by Marriott International, Inc. Marriott International, Inc. also donates \$500 to the honoree's charity of choice. This year 49 nominations were submitted.

The 2008 Path of Achievement Awards honored five outstanding individuals age 60+ for their outstanding contribution to the Montgomery County Community in the categories of Advocacy, Arts & Humanities, Community Service, Sports and Fitness, and Workplace Contribution. This year 31 nominations were received, up two from the year before. At the 2008 award ceremony, County Executive Ike Leggett announced that the award would be named in honor of former County Executive Neal Potter.

### Volunteer Leadership and Management Assistance

As a result of our strategic planning, the Volunteer Center has dramatically increased services to help nonprofit and civic groups become more effective in leading and managing volunteers through professional development, training, resources and technical assistance. The Center surveyed its agencies and confirmed that a large percentage of them reported they need many of the services we offer.



This survey also showed that our registered agencies want more training/networking opportunities, a newsletter, and more resources on volunteer management.



Networking/capacity building meetings engaged more than 200 agency representatives over the last year. The new *Volunteer Leader* newsletter was released to more than 800 registered agency leaders aimed at helping them learn about key issues in volunteer management along with useful resources and area-wide training opportunities. Fifty copies of a cutting edge *55 Minute Series* volunteer management toolkit (PDF format - \$69 value) written by well-known volunteer management expert Betty Stallings was given to 50 nonprofit leaders as part of a pilot project. This publication focuses on helping all staff in agencies learn how to effectively work with volunteers. Moving forward, more technical assistance and resources on volunteer management is planned along with offering a basics in volunteer management several times a year.



### **Business Services and Corporate Volunteer Council (CVC) Partnership**

The Volunteer Center helps businesses of all sizes link with nonprofit and government agencies to develop partnerships, and/or help facilitate individual and group employee volunteering. We provide groups with technical assistance in the planning phase of a group volunteering project. In FY 09 the Center provided customized assistance to 17 groups and businesses who wanted to partner or volunteer with charities. The Center is working in FY 10 to increase the number of group project opportunities in our database and is developing a list of charities that, through experience, we know can provide satisfying and well-managed group volunteering experiences, especially for larger groups.

Currently, the Center has an e-mail list of more than 450 business leaders for which it communicates on a regular basis on special volunteer opportunities like Seasons of Service, skilled volunteering, and other resources to help companies effectively engage in community involvement.

The Corporate Volunteer Council of Montgomery County (CVC-MC), made up of 70 companies, works closely with the Volunteer Center to promote employee volunteering through networking and special programs. In FY09, the CVC-MC became a more independent 501c3 by hiring its own administrative personnel. Prior to this, the CVC-MC had contracted with the Volunteer Center to handle most administrative functions. The CVC-MC is now positioned to take on more of its own operations which will allow the Volunteer Center Director to focus

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The 2008 Andrea Jolly President's Award was awarded to the Montgomery County Volunteer Center in recognition of the many years serving as vital facilitator in bringing companies and nonprofits together in service to the community.

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more on supporting overarching CVC priorities, rather than managing day to day CVC operations. The Center director still serves on the CVC board and Executive Committee and works closely with CVC leaders to help transition CVC administrative operations to a new office outside of the Volunteer Center. The CVC provides a financial “friends of” function for the Volunteer Center. In FY09, \$19,500 was donated to the Volunteer Center through the CVC for numerous programs.

While the Volunteer Center’s core service to the business community is to help companies effectively work with the County’s nonprofit and government agencies, another priority is to help companies learn how to connect with the broader world of good corporate citizenship. Put another way, group employee volunteering is valued, but also are nonprofit board service, philanthropy, in-kind donations, and the leveraging of skilled employees to help nonprofits with capacity building (database management, strategic planning, graphic design, etc...).

## Holiday Giving Project

The Volunteer Center transitioned the Holiday Giving Project of Montgomery County to InterfaithWorks in FY 09 in an effort to better leverage the faith community. The program helps families in need throughout the County celebrate the Thanksgiving and December holidays while increasing the public's awareness of the existing need to help our neighbors in need. A County-wide coalition of more than 40 congregations, municipalities, businesses, and nonprofit organizations serve as the liaisons between the donor organizations and the individual and families who are referred



*Group of Volunteers at Gaithersburg's 2008 gift distribution.*



to the project by counselors and school social workers. A \$15,000 grant from the County Department of Health and Human Services helped cover a portion of the program costs.

The Volunteer Center is a member of the Holiday Giving Coalition, and serves as contract supervisor, helping InterfaithWorks with the use of the County maintained database referral system used to make referrals. During the 2008 holidays, an estimated 7,500 families were served for the Thanksgiving holiday. 7,800 families were served for the December holidays, including an estimated 17,000 children within those families.

## Volunteer Center Strategic Plan and Operations

**Strategic Planning.** With the help of an advisory committee made up of community leaders, the Volunteer Center charted a direction building upon past successes and capitalizing on new opportunities to help engage more people in service. Second, and just as important, the Center is



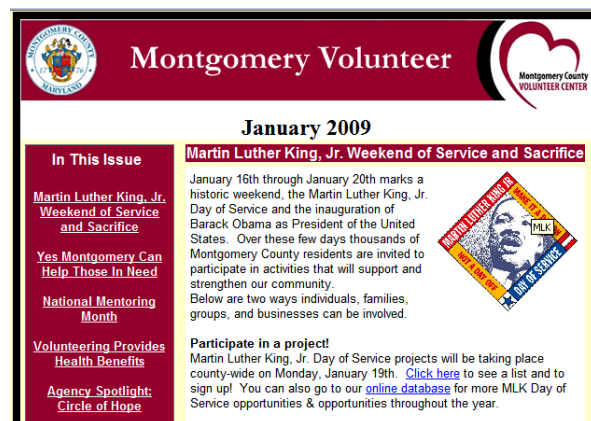
working to maximize volunteer retention and utilization by helping nonprofits and government agencies determine how they can best manage and lead volunteers.

The Center is also investing more resources in helping volunteers find the right match or “best fit” to help foster effective utilization of volunteers. By expanding this new program we have seen a 71% increase in the number of in-person consultations in the last six months of FY 09.

Another priority is making volunteering more local and inclusive by identifying local leaders of various ethnic groups and recognizing the service their community already provides while encouraging them to consider broader engagement. We will work with the public and private sectors to support and encourage the dynamic use of volunteers in such areas as program management, finance, fundraising, public relations, information technology, board service and other needed skill areas.

**Center Operations.** Volunteer Center increased staffing capacity by 20 percent in the last year with minimal cost to the County. This was accomplished by recruiting and placing a full-time VISTA Volunteer and a full time Volunteer Maryland Volunteer. In addition, the Volunteer Center’s direct use of volunteers increased by 50%. The new *A-Team*, made up of internally and externally focused volunteers has increased our capacity to counsel people on volunteering and allowed us to expand our speaker’s bureau for public education and awareness on the Center and volunteering. To lead by example, the Center has also increased leader volunteers who have expanded roles with the Volunteer Center Language Bank and Emergency Action Team.

**Communications.** The new monthly *Montgomery Volunteer* E-Newsletter highlights inspiring stories of volunteering, useful information for volunteers and selected volunteer opportunities. The newsletter was transformed from a paper product to an online newsletter that went from 2,966 to over 5,500 subscribers - an increase of more than 45% over last year. In June 2009, the Volunteer Center launched its Facebook page, that allows groups like the Volunteer Center to better communicate with its “fans.” The Center can now post online information and announcements about our work and ways to get involved in volunteering. While still new to us, Facebook may prove to be an effective, low-cost networking tool to keep our name in front of our fans and move them to service by the end of FY 09. The Center had about 45 Facebook “fans”. We expect this number to climb significantly in FY 10.



## **Volunteer Center Goals, Strategies and Deliverables**

### **FY 2010**

#### **The Volunteer Center Promotes The Giving of Time, Talent, and Treasure.**

The Volunteer Center, under the Offices of County Executive Ike Leggett, promotes a culture of civic service and strives to increase the number of residents who volunteer their time, talents and contribute money in support of organizations serving the community. The Center also strengthens the sense of corporate social responsibility among County businesses and increases partnerships between government, business, and the community (e.g., nonprofit, faith, and civic sectors). All forms of informal and formal volunteering are honored and celebrated.

#### **Outcomes:**

- Promote a culture of civic service and dramatically increase the number of residents (youth and adults) who volunteer their time, talent and treasure.
- Strengthen the sense of corporate social responsibility among County businesses and increase partnerships between the government, business, and independent sectors.

#### **Strategies:**

1. **Increase the visibility of volunteering** and the Volunteer Center. Use the Seasons of Service program to promote sustained volunteering.
2. **Make volunteering local**, helping people to learn about and engage in service close to home.
3. **Target and engage more baby boomers and seniors to serve.** Be the leader in promoting older adult civic engagement and service.
4. **Target and engage diverse communities.** Reach out to ethnic communities to learn from them how they serve others. Recognize and celebrate all forms of volunteering – both formal and informal.
5. **Help people to find the right volunteer position/experience**
  - a. Build upon the existing online clearinghouse of volunteer opportunities

- b. Expand volunteer referral program to include coaching component
  - c. Bring Pro Bono Program to scale, given the need of nonprofits and government.
6. **Provide training and technical assistance** to nonprofit, faith, civic and government on volunteer leadership and management.
  7. **Strengthen the relationship between the Volunteer Center and the key leadership of Montgomery County Public Schools.**
  8. **Expand registered nonprofit group volunteering projects.**
  9. **Support utilization of volunteers in times of emergencies/disasters** and educate the public about emergency readiness.
  10. **Promote volunteering to the business community** and continue a strong partnership with the Corporate Volunteer Council of Montgomery County.
  11. **Help County Government and nonprofits recruit a more diverse pool of applicants**, by promoting online searchable board opportunities for prospective board members.
  12. **Reach out to faith communities and civic groups around service.** Honor the service they provide and encourage them to consider volunteering outside their place of worship, if desired.

**Deliverables for FY10:**

- Increase the number of unique visitors to the Volunteer Center website by 5% between 2009 and 2010.
- Maintain over 750 registered nonprofits in the Volunteer Center database.
- Provide monthly volunteer leadership training sessions that are attended at least once by a total of over 150 of our registered agencies.
- Engage a total of 12,000 people in *Seasons of Service* efforts in calendar year 2009.
- Grow the E-newsletter *Montgomery Volunteer* to over 7,000 subscribers (5,500 currently).
- Increase Pro-Bono Program volunteer placements by 75%.
- Continue to partner with MCPS to help 70,000 students find student service learning volunteer opportunities.



- Develop a new email contact list of 200+ key civic, faith and other groups that can spread the word about Volunteer Center programs.
- Increase our public speaking engagements by 50%. Make sure senior and ethnic groups are adequately represented.
- Support nonprofits/faith/government community on volunteer management by providing a resource kit, trainings and technical assistance.
- Business Volunteering: Link 60 companies with the Corporate Volunteer Council of Montgomery County.
- Raise a total of \$20,000 from companies for Volunteer Center programs in partnership with the Corporate Volunteer Council of Montgomery County.
- Emergency Preparedness: Keep over 750 volunteers at the ready in the event of a disaster. Build the *Neighborhoods Ready* Program to over 25 participating neighborhoods by the close of 2009.
- Help people from diverse backgrounds get onto County government and nonprofit boards.
- Help 20 companies find nonprofit partners for group volunteering. Help another 25 civic and community groups find volunteer projects with registered nonprofits.

**Main Partners:**

Nonprofit Montgomery!, Montgomery County Corporate Volunteer Council, Maryland Nonprofits and Center for Nonprofit Advancement, Montgomery County Community Foundation, Montgomery County Public Schools, Volunteer Maryland, Governor's Office on Volunteering and Service, Hands On Network.

*Note: The Volunteer Center welcomes comments and ideas regarding these goals, strategies and outcomes. Contact Reed Dewey, Director at (240)777-2613 or email [reed.dewey@montgomerycountymd.gov](mailto:reed.dewey@montgomerycountymd.gov) to share your thoughts.*

## Volunteer Center Budget FY 09

<b><i>Personnel Costs</i></b>	<b>418,249</b>
<b><i>Operating Expenses</i></b>	<b>51,850</b>
Services and Contracts	15,700
Communications Services	6,140
Printing/Central Duplicating Services	4,620
Mail	11,130
Outside Printing	4,400
Office Supplies & Equipment (<\$5,000)	4,000
Other Expenses	2,700
Rental/Leases	3,160
<b><i>Volunteer Center Budget Total</i></b>	<b>470,099</b>
<b><i>Cash Contributions –Grants to Volunteer Center</i></b>	<b>253,600</b>
UASI Starting in October (pro-rated)	146,000
RSVP Grant	77,600
Hands On Network SOS Grant	10,500
CVC Contributions (mostly pass through)	19,500

*\* A more detailed accounting of the Center Budget is available upon request.*

### FY 2009 Volunteer Center Team



**Laura Aceituno**, Volunteer Maryland Coordinator (AmeriCorps Member)

**Lenor Armstrong**, A-Team Ambassador (Volunteer)

**Molly Callaway**, Operations Manager

**Reed Dewey**, Director

**Ann Evans**, Retired & Senior Volunteer Program (RSVP) Director

**Mel Gelman**, A-Team Ambassador (Volunteer)

**Michael Goldfarb**, Emergency Programs Coordinator

**Sandra Hill**, Medical Reserve Corps

**Beth Isen**, A-Team Advisor, Ambassador (Volunteer)

**Ed Isaacs**, Language Bank Outreach (Volunteer)

**Nadji Kirby**, Program Specialist,

**Mike McDermott**, Language Bank (Volunteer)

**Kathleen Meaney Stobie**, RSVP Coordinator

**Charlie Mears**, RSVP and other office assistance (Volunteer)

**Claudia Mena**, Principal Administrative Aide

**Dave Miller**, Holiday Giving (Volunteer)

**Jerry Milligan**, A-Team Advisor (Volunteer)

**Lou Murphy**, A-Team Advisor (Volunteer)

**Dorothy Nelson**, Administrative Assistant (Volunteer)

**Ayse Onar**, Pro Bono Assistant (Volunteer)

**Robin Pollock**, A-Team Outreach Coordinator (Volunteer)

**Elena Sacchet**, Language Bank (Volunteer)

**Ntshiuwa Sato-Bess**, Special Projects Coordinator (AmeriCorps VISTA Member)

**Della Stolsworth**, Pro-Bono Consultant Program (Volunteer)

**Jim Torri**, Holiday Giving (Volunteer)

**Sula Tyler**, Special Projects Coordinator (AmeriCorps VISTA Member)

**Kini Wright**, Office Services Coordinator



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Office of Community Partnerships  
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[www.montgomerycountymd.gov/volunteer](http://www.montgomerycountymd.gov/volunteer)